Ushering in Back-to-School Season

Al Salam Bank Launches its Second Campaign for Credit and Prepaid Cardholders

- **The campaign aims to reward parents using Al Salam credit and prepaid cards for payment of school fees**
- **200 winners will receive 3% discount on school fees**

Manama, Bahrain – 29 August 2021: Al Salam Bank recently announced the launch of its second campaign exclusively dedicated to its credit card and prepaid cardholders. The campaign, which kicked off on the 26th August and will end as of the 17th October 2021, aims to reward 200 customers with 3% discount on total amount of school fees paid using Al Salam's cards.

The campaign coincides with the current Back-to-School season, aiming to meet the increased needs of clients with families. Comprising school fees across various academic levels, beginning from kindergarten, through schools, all the way up to universities in the Kingdom of Bahrain, the campaign provides much needed flexibility. Clients will also be able to earn points as part of Al Salam's loyalty rewards program all while using Al Salam's cards.

Commenting on this occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said, "At Al Salam Bank, we continually aim to meet the needs of our clients of this day-and-age, and exceed their expectations. Naturally, with Back-to-School season approaching, we decided to launch a second campaign for our credit card and prepaid card holders on the heels of our first campaign launched this August, exclusively with parents in mind. During this campaign period, a total of 200 clients who spend the highest amount on tuition fees paid to local schools using the card will receive a 3% discount; wherein the discounted amount will be credited back to the winners at the end of campaign period."

For more information, please visit the Banks' website www.alsalambahrain.com, WhatsApp 17005500, or book an appointment virtually with Al Salam Bank through the Skiplino mobile application.

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